

THE INVESTMENT VALUE OF NEWSPAPER ADVERTISING

Problems of transportation and the high cost of selling and distributing goods at a distance have prompted manufacturers and wholesalers as well as retailers to look for "logical markets."

"Logical markets" are places that can be served easily and economically.

For example: This community is a logical market for many manufacturers whose plants are located hereabouts, as well as a distributing centre for goods handled by wholesalers.

The manufacturer or wholesaler who can send his goods into this locality easily and regularly, ought to be building a permanent investment here through advertising in the newspapers.

Newspaper advertising will create popular demand. Dealer interest and support will come, too, because the dealer knows that newspaper advertising does create a demand for him to fill.

Make this community a stronghold for your product through newspaper advertising.

You can easily establish now a good will and confidence for your product that will prove a permanent investment for the future.

The DAILY MAIL and the WEEKLY MAIL are recognized as valuable advertising mediums by many of the best and most experienced manufacturers in the country and its local prestige goes without saying.

FLOUR

FIVE ROSES	- - - Barrels	- - - 98 lb. Bags
PURITY	- - - Barrels	- - - 98 lb. Bags
ROBIN HOOD	- - - Barrels	- - - 98 lb. Bags
REGAL	- - - Barrels	- - - 98 lb. Bags
STAR	- - - Barrels	- - - 98 lb. Bags
LILY (Best Pastry)	- - - Barrels	- - - 98 lb. Bags

AT LOWEST MARKET RATES

G. W. HODGE

Wholesale Dry Goods and Woolens House Furnishings For Everybody

Lace Curtains, Scotch Curtains, Curtain Muslins and Drapes of all kinds.

Cretannes and Casement Cloths.

White Bedspreads, Towels, Napkins and Table Linens.

OILCLOTHS AND LINOLEUMS,

CARPETS, RUGS AND SQUARES

Prices Lowest Possible. Goods Sold to the Trade Only.

VASSIE & COMPANY, LIMITED

WHOLESALE DRY GOODS AND WOOLENS
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy.

Custom Tailoring

The New Importations for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

We are also prepared to fill all orders entrusted to us for MILITARY CLOTHING at reasonable price. We are sole agents for the Crown Tailoring Company, of Toronto, the largest Military Tailoring Company in Canada.

WALKER BROS. MERCHANT TAILORS

QUEEN STREET, WEST END

FASTEST PLANE IN THE WORLD

New York, July 17—The plans of a biplane which is said to be the swiftest plane in the world have been brought to this country by Lieut. Cesare Sabelli of the Italian Caccia Air Squadron, who arrived yesterday on the steamer Giuseppe Verdi of the Transatlantica Italiana Line. The plane can make 280 kilometers or about 175 miles an hour, according to Lieut. Sabelli. He said that he would discuss the plans with members of the Aero

Club, but would not make known the name of the plane for several days.

The Verdi brought in 60 first cabin passengers, 245 second cabin and 1,650 steerage. Among those aboard were Dr. A. T. Webb, who has for years been dentist to the Italian royal family, and Lionel Perella, Italian banker, who returned optimistic over Italy's rapid recuperation from the war.

It's impossible to buy an automobile that will suit all the neighbors.

A loafer is a man who sands around envying the money made by some industrious man he knows.

Love may not be totally blind, but it has a blind side.

SIR. THOMAS LIPTON HAS FINE SPORTING SPIRIT

Sporting Circles of the World Have an Affectionate Admiration for the Challenger for the America's Cup—A Good Thing for the Nations of the World to Know Each Other in the World of Sport.

Nothing better illustrates the true sporting spirit of the British than the renewal of the international yacht races in which Sir Thomas Lipton again participates. The sporting circles of the world have an affectionate admiration for the man who comes back year after year to contest the America Cup, without a word of complaint or criticism, although the goal of his ambition has not yet been attained.

The long years of the war have taught the nations something in the sporting world as well as in the political and moral, and it is to be hoped that nothing will mar the perfection of arrangements, the hearty accord, or the friendly rivalry of the representatives of the two branches of the Anglo-Saxon people this time. One thing is assured, that Lipton is too good a sportsman either to want an advantage, or to make one.

Of course the contestant is at a disadvantage in having to build a yacht that can sail on her own keel across the Atlantic. She must be constructed to meet conditions that do not prevail along the American coast, and her crew are not so familiar with weather and wind signs as the crew of the defender, but they are bound to be good men and true, who will sail their craft for all there is in her, and yet not trespass on doubtful tactics or fail to observe the rules of the game.

It is a good thing for nations to learn each other in the sporting world. Nothing better indicates the character of the individual or a people than the way a game is played. Watch a small child from day to day as he plays with his fellows and you will get a very good idea of his basic nature. It is only by this means that parents and guardians can get an inkling of that fundamental attitude towards the rights of others, that inherent though crude sense of justice which promises a fine manhood, and whose absence foretells failure in the important things of life.

So it is in a nation. The way it plays a game is an index of national character, its steadfastness and uprightness, or the contrary. A tendency to indulge in sharp practices, to take advantage of technical quibbles, or a feeling that victory is in itself worth more than fair means of winning it, each and every one of these things indicates a quirk in the moral nature. The eyes of all the world are focussed on this great international event, not so much upon the man who comes to contest as upon the nation he challenges. America, so slow to enter the world war, so reluctant to assume the responsibilities growing out of that entry and participation, America is now to show the world just what sort

GERMANS CAN SUPPLY COAL

Washington, July 16—Germany is fully able to deliver to the Allies 2,000,000 tons of coal monthly, in the opinion of economic experts who have lately come from Paris and other European centres, where they were attached to the American Peace Commission.

The attitude of the American experts always has been one of consideration for Germany's predicament and they consistently have opposed loading the new government with burdens it cannot bear; but in the present instance the conviction was expressed today that Germany, in setting its highest figure at 1,700,000 tons was playing politics and seeking to get concessions unwarranted by the situation in Germany.

In support of this it was said that Germany had already delivered approximately 2,000,000 tons a month and apparently was cutting down on this amount as an act of retaliation for the allied decision on Upper Silesia. The demand of the Allies for 2,000,000 tons monthly is a full 1,000,000 below the original figure set by the Reparations Commission and 400,000 tons below the figure later set by the Commission.

In contrast to these estimates of Germany's ability to produce and deliver coal, is the statement of the German representatives that for the present they can promise only 1,100,000 tons monthly, 1,400,000 after the first of October, 1920, and 1,700,000 tons after the first of October, 1921.

of a sporting partner she is. The arrangements made, the scrupulous regard shown for fairness in practice and justice in decision, all these will go far to assure America of a high place on the world's sporting roll. Hats off to Lipton and Shamrock IV! Whether winning or losing he is the typical British sportsman, and no higher praise can be given him.

FIRST BABE OF THE SPECIES

New York, July 17—A female chimpanzee sixteen inches long, three pounds in weight and with a voice like a steam calliope was born in the Bronx Zoo yesterday, the first monkey of that species according to the Zoo attendants, ever to be born in the United States and the second ever to be born in captivity.

The mother of the new monk is Sissette, a trained chimpanzee which eats with a knife and fork drinks from a bottle and does other human and semi-human things. She has been on the stage, where she was a great success. The father is Boma, from the upper Congo, a wild one with none of the graceful accomplishments of Sissette.

THE ODDS ARE AGAINST COX

New York, July 17—Wall Street does not think as much of Cox's chances of winning the Presidential election from Senator Harding as it did a week ago. Announcement was made yesterday by Richard C. Fabb, who

handles much betting in the financial district, that the odds against Cox had lengthened from 2 to 1 to 2½ to 1, and that a prominent Stock Exchange firm had given him \$50,000 to wager in whole or in part at those odds. Fabb reported also that the representative of another Stock Exchange firm had offered to bet \$10,000 on Cox at odds of 1 to 3, but no takers for this bet could be found.



Luscious!
Sugar
Lantic Brown Sugar

The plainest cakes gain zest and piquancy from Lantic LANTIC BROWN. Makes good things great!

Snappy Cakes!

GOULD WILL MAKE FIGHT

New York, July 17—Frank J. Jay Gould entered a formal notice of appearance through Leonard & Walker his attorneys, yesterday in the Supreme Court action which Edith Kelly Gould has begun against him. She charges cruelty and abandonment, alleging that he professed love for other women and used intoxicants excessively in their home in Paris.

Mrs. Gould started her separation action here after her husband had divorced her in France. The French Appellate Court recently affirmed the judgment of divorce in Mr. Gould's favor.

A Paris Chemist Has Discovered How to Grow Hair.

In Paris the ladies have entirely abandoned wearing rates, which is due entirely to this new discovery.

It has been proven that certain herbs contain ingredients that will positively grow hair. That they contain this long-looked-for article is proven every day.

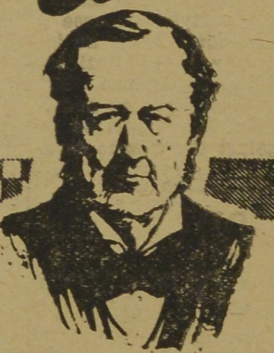
The French are now placing on the market a preparation containing the extract from Herbs and leaves, which is having a phenomenal sale.

This preparation is called "DELMAY'S FRENCH HAIR TONIC" and is being sold with a guarantee to remove dandruff and to grow hair in abundance. Being daintily perfumed, DELMAY'S FRENCH HAIR TONIC makes a most pleasant dressing, and is sold by your druggist. Price, \$1.00 a bottle.

Sold at A. J. Ryan's drug store, Fredericton, A. W. Coombes' drug store, North Devon.

There seems to be a fallacy abroad that it is worry instead of money that makes the mare go.

Hall's Wine never fails



WE all become run down at some time or other. It may be the after-effects of influenza, nerve strain, overwork—whatever the cause, the need is for a tonic to build up the system. That is the time to take Hall's Wine. Hall's Wine restores Health and Strength and Vitality in every case of the following—

ANAEMIA
NERVES
DEBILITY
COLDS

BRONCHITIS
OVERSTRAIN
BREAKDOWN
DEPRESSION

WEAKNESS
NEURALGIA
LA GRIPE
EXHAUSTION

The first dose proves Hall's Wine is doing you good—and the good is sure and lasting.

Here are three letters out of thousands:

"One bottle of Hall's Wine has done me more good than a month's treatment. I was suffering from complete exhaustion."

"I was very weak, and my nerves were in a shocking state. I have greatly benefited from only half a bottle of Hall's Wine."

A Physician declares: "It is impossible to take Hall's Wine without being benefited." (Original letters on file.)

Hall's Wine is prepared from a prescription of a member of the Royal College of Surgeons, London, England, and recommended by upwards of a thousand British Doctors for over a quarter of a century.

Sold by your Druggist at \$2.25 for extra large size bottle.

Hall's Wine

The Supreme Tonic Restorative

GUARANTEE—Buy a bottle of Hall's Wine. If, after taking half of it, you feel no real benefit, return the half-empty bottle, and we will refund your outlay. Every genuine bottle of Hall's Wine bears the red Keystone trade-mark with the signature of Stephen Smith & Company across it.

Proprietors
STEPHEN SMITH & CO. LIMITED
Bow, London, England

Sole Canadian Agents:
FRANK L. BENEDICT & CO.
45 St. Alexander Street, Montreal